



CITY OF DURHAM

DEPARTMENT OF EQUAL OPPORTUNITY/EQUITY ASSURANCE
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SMALL BUSINESS TRAINING SCHEDULE-2014-15

Time: 6pm - Location: Durham City Council Chambers, 101 City Hall Plaza

August 29 and September 4, 2014

1. **Blueprint Digital Document Reading** – This seminar is designed to provide information on digital blueprint documents. The attendees will be instructed on digital document reading and affordable software. This class will focus on software for take-offs from digital plans and the use of software to help manage field operations

October 30, 2014

2. **How to Start a Business**-This class is aimed at new, prospective businesses or start-ups. It will cover the basics of starting a business and explain how to navigate the permit and legal documents process. It will also cover such basic criteria as: developing a business plan, selecting a product/service, the value of marketing research and advertising, how to choose a location, staffing and sources of financial and technical assistance.

December 18, 2014

3. **The City of Durham Building Permitting Process** – This seminar will discuss the requirements for building permits, the permitting process and impact on construction completion schedules. There will be ample opportunities to ask questions about the process.

March 6, 2015

4. **Marketing for Small Construction Contractors** – This seminar will describe how best to market the services for small construction contractors. There will be a brief overview of local opportunities. We will discuss the best techniques to market to public agencies, large construction companies and construction management firms. There will be special emphasis on the use of information technology to advertise and promote the services of small construction contractors.

May 14, 2015

5. **Economic Forecast for Small Business Development in Durham Through 2016** – The Department of Equal Opportunity/Equity Assurance will present a seminar entitled “Economic Forecast for Small business Development in Durham through 2016”. This seminar will present an economic forecast for Durham City/County through 2016. The seminar will look at expected business and industrial expansion for Durham for this period. The information will become important for business opportunity planning for existing businesses and new start-ups. The seminar will be conducted by Aaron Cain, Senior Planner, City/County Planning Department.

June 26, 2015

6. **Technology Fair Designed to Enhance Small Business Operations** – This seminar will look at the latest in information technology that can streamline small business operations. We will discuss phone and computer software that can be adapted to enhance all aspects of the operations of small business. Professionals will be available to help tailor technology specific to each business function: office, financial, sales and field operations. Various types of hardware and software will be available.

